

## AMENDMENTS

IN THE CLAIMS:

Please amend claims 1-70 as follows:

1. A sweepstakes system, comprising:
  - (a) a host computer system hosting a webpage, wherein the webpage includes a plurality of links and each of the plurality of links has an associated point value;
  - (b) wherein the host computer system awards at least one point to a user when the user clicks on one or more of the plurality of links; and
  - (c) wherein the user is given a number of at least one entry in a sweepstakes based on the number of points the user has been awarded.
2. The system of claim 1, wherein the user is automatically entered by the host system in the sweepstakes.
3. The system of claim 1, wherein the host computer system stores registration information pertaining to the user.
4. The system of claim 1, wherein the user receives one entry in the sweepstakes for each point the user has been awarded.
5. The system of claim 1, wherein the user is awarded one or more points for accessing a feature of the webpage.
6. The system of claim 1, wherein the user is awarded one or more points for making the webpage the user's home page.
7. The system of claim 1, wherein the user is awarded one or more points for signing up for a service offered by the host computer system.

8. The system of claim 7, wherein the service is email.
9. The system of claim 1, wherein the point value associated with at least one of the plurality of links is displayed on the webpage.
10. The system of claim 1, wherein the point value for each of the plurality of links is displayed on the webpage.
11. The system of claim 1, wherein the host computer system stores a table containing, for each link on the webpage for which at least one point is awarded, a number of at least one point associated with the link.
12. The system of claim 1, wherein the number of points awarded to the user is displayed on a user computer system when the user computer system accesses the webpage and the host computer system causes the displayed number of points to be updated substantially concurrently with an award of additional points.
13. The system of claim 1, further comprising a database server storing a database; the database storing point information relating to the user.
14. The system of claim 13, wherein:
- (a) the host computer system stores a table containing, for each link for which points are awarded, a number of at least one point associated with the link;
  - (b) the number of awarded points is displayed on a user computer system and the host computer system causes the displayed number of points to be updated after an award of additional points; and
  - (c) the host computer system transmits the points awarded to the user to the database server.
15. The system of claim 14, wherein the points are transmitted to the database server asynchronously.

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16. The system of claim 1, further comprising:

a third-party computer system hosting a third-party website, wherein

- (i) a user computer system accessing the webpage can be connected to the third-party computer system via one of the plurality of links; and
- (ii) the host computer system awards at least one point to the user for accessing the one of the plurality of hyperlinks that directs the user to the third-party website.

17. The system of claim 15, further comprising:

a third-party computer system hosting a third-party website, wherein

- (i) a user computer system can be connected to the third-party computer system and access features of the third-party website; and
- (ii) the host computer system awards points to the user for accessing features of the third-party website.

18. A method of entering a user of a user computer system in a sweepstakes comprising the steps of:

- (a) allowing a user to access a webpage;
- (b) awarding at least one point to the user for clicking at least one link displayed on the webpage; and
- (c) giving the user a number of at least one entry in a sweepstakes based on the number of points the user has been awarded.

19. The method of claim 18, further comprising the step of:

- (d) automatically entering the user in the sweepstakes.

20. The method of claim 18, further comprising the step of:

- (d) storing registration information pertaining to the user.

21. The method of claim 18, wherein the user receives one entry in the sweepstakes for each point awarded to the user.

22. The method of claim 18, wherein the user is awarded one or more points for accessing a feature of the webpage.

23. The method of claim 18, wherein the user is awarded one or more points for making the webpage the user's home page.

24. The method of claim 18, wherein the user is awarded one or more points for signing up for a service offered by a host system.

25. The method of claim 24, wherein the service is email.

26. The method of claim 18, further comprising the step of:

- (d) displaying the number of awarded points on a user computer system associated with the user, wherein the displayed number of points is updated substantially concurrently with an award of additional points.

27. The method of claim 18, further comprising the step of:

- (d) displaying the number of awarded points on a user computer system associated with the user, wherein the displayed number of points is updated when additional points are awarded.

28. The method of claim 18, further comprising the step of:

- (d) storing a table containing, for each link for which at least one point is awarded, a number of at least one point associated with the link.

29. The method of claim 28, further comprising the step of:

- (e) displaying the number of points associated with at least one link on the webpage.

30. The method of claim 18, further comprising the step of:
- (d) storing a database on a database server, wherein the database stores point information relating to the user.
31. The method of claim 30, further comprising the steps of:
- (e) storing a table containing, for each link on the webpage for which points are awarded, a number of points associated with the link;
  - (f) displaying the number of awarded points on a user computer system associated with the user, wherein the displayed number of points is updated substantially concurrently with an award of additional points; and
  - (g) transmitting the points awarded to the user to the database server.
32. The method of claim 31, wherein the points are transmitted to the database server asynchronously.
33. The method of claim 18, further comprising the steps of:
- (d) allowing the user to connect to a third-party website via a link on the webpage; and
  - (e) awarding at least one point to the user for accessing at least one feature of the third party website.
34. The method of claim 31, further comprising the steps of:
- (h) connecting the user to a third-party website; and
  - (i) awarding points to the user for accessing features of the third-party website.
35. Computer code embedded in a storage medium performing the steps of:
- (a) allowing a user computer system to access a webpage on a host computer;
  - (b) awarding at least one point to a user of the user computer system for clicking on at least one link displayed on the webpage; and
  - (c) giving the user a number of at least one entry in a sweepstakes based on the number of points the user has been awarded.

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36. The computer code of claim 35, further performing the step of:  
(d) automatically entering the user in the sweepstakes.
37. The computer code of claim 35, further performing the step of:  
(d) storing registration information pertaining to the user.
38. The computer code of claim 35, wherein the user receives one entry in the sweepstakes for each point awarded to the user.
39. The computer code of claim 35, wherein the user is awarded one or more points for accessing a feature of webpage.
40. The computer code of claim 35, wherein the user is awarded one or more points for making the webpage the user's home page.
41. The computer code of claim 35, wherein the user is awarded one or more points for signing up for a service offered by the host system.
42. The computer code of claim 41, wherein the service is email.
43. The computer code of claim 35, further performing the step of:  
(d) displaying the number of awarded points, wherein the displayed number of points is updated substantially concurrently with an award of additional points.
44. The computer code of claim 35, further performing the step of:  
(d) displaying the number of awarded points on the user computer system, wherein the displayed number of points is automatically updated when additional points are awarded.
45. The computer code of claim 35, further performing the step of:

- (d) displaying on the webpage a number of at least one point associated with at least one link displayed on the webpage.
46. The computer code of claim 45, further performing the step of:
- (e) displaying the number of awarded points on the user computer system, wherein the displayed number of points is updated substantially concurrently with an award of additional points.
47. The computer code of claim 35, further performing the step of:
- (d) storing a database on a database server, wherein the database stores point information relating to the user.
- 48. The computer code of claim 47, further performing the steps of:*
- (e) storing a table containing, for each link on the webpage for which at least one point is awarded, a number of at least one point associated with the link;
- (f) displaying the number of awarded points on the user computer system, wherein a host computer system causes the displayed number of points to be updated substantially concurrently with an award of additional points; and
- (g) transmitting the points awarded to the user [from the host computer system] to the database server.
49. The computer code of claim 48, wherein the points are transmitted to the database server asynchronously.
50. The computer code of claim 35, further performing the steps of:
- (d) connecting the user computer system to a third-party website; and
- (e) awarding points to the user for accessing features of the third-party website.
51. The computer code of claim 48, further performing the steps of:
- (h) connecting the user computer system to a third-party website; and
- (i) awarding points to the user for accessing features of the third-party website.

52. A network-based sweepstakes system comprising:
- (a) a host computer system hosting a service, wherein the service includes a plurality of selectable features and each of the plurality of selectable features has an associated point value;
  - (b) wherein the host computer system awards at least one point to a user of the service when the user selects one or more of the plurality of selectable features; and
  - (c) wherein the user is given a number of at least one entry in a sweepstakes based on the number of points the user has been awarded.
53. The system of claim 52, wherein the user is automatically entered by the host system in the sweepstakes.
54. The system of claim 52, wherein the host computer system stores information pertaining to the user.
55. The system of claim 52, wherein the number of awarded points is updated substantially concurrently with an award of additional points.
56. The system of claim 52, wherein the host computer system stores a table containing, for each selectable feature for which points are awarded, a number of points associated with the selectable feature.
57. The system of claim 52, further comprising a database server storing a database; the database storing point information relating to the user.
58. The system of claim 57, wherein:
- (a) the host computer system stores a table containing, for each selectable feature of the service for which points are awarded, a number of points associated with the selectable feature of the service;



- (b) the number of awarded points is displayed on a user computer system associated with the user and the host computer system causes the displayed number of points to be updated substantially concurrently with an award of additional points; and
- (c) the host computer system transmits the points awarded to the user to the database server.

59. The system of claim 58, wherein the points are transmitted to the database server asynchronously.

60. The system of claim 52, further comprising:

a third-party computer system hosting a third-party service, wherein

- (i) the host computer system awards at least one point to the user for accessing at least one feature of the third-party service.

61. A method of entering a user of a user computer system in a sweepstakes comprising the steps of:

- (a) allowing a user to access a service via a host computer;
- (b) awarding points to the user for accessing features of the service, wherein each of the features has an associated point value; and
- (c) giving the user a number of entries in the sweepstakes based on the number of points the user has been awarded.

62. The method of claim 61, further comprising the step of:

- (d) automatically entering the user in the sweepstakes.

63. The method of claim 61, further comprising the step of:

- (d) storing registration information pertaining to the user on the host computer.

~~64. The method of claim 61, further comprising the step of:~~

- (d) displaying the number of awarded points on a user computer system associated with the user, wherein the displayed number of points is updated substantially concurrently with an award of additional points.
65. The method of claim 61, further comprising the step of:
- (d) storing a table containing, for each feature of the service for which points are awarded, a number of points associated with the feature.
66. The method of claim 65, further comprising the step of:
- (d) displaying the number of awarded points on a user computer system associated with the user, wherein the displayed number of points is updated substantially concurrently with an award of additional points.
67. The method of claim 61, further comprising the step of:
- (d) storing a database on a database server, wherein the database stores point information relating to the user.
68. The method of claim 67, further comprising the steps of:
- (e) storing a table containing, for each feature of the service for which points are awarded, a number of points associated with the feature;
  - (f) displaying the number of awarded points on a user computer system associated with the user, wherein a host computer system causes the displayed number of points to be updated substantially concurrently with an award of additional points; and
  - (g) transmitting the points awarded to the user from the host computer system to the database server.
69. The method of claim 68, wherein the points are transmitted to the database server asynchronously.
70. The method of claim 68, further comprising the steps of:

- (h) connecting the user computer system to a third-party service; and
  - (i) awarding points to the user for accessing features of the third-party service.
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